

MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • FALL 2013



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

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FALL 2013



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PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

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From the Editor

LINSEY POLETTI, CMP, SEI



What type of planner are you? Sales Manager? CSM? As subject matter experts, we are more than just order takers. It is up to us to earn the respect from our clients and colleagues so we can take ownership of our projects.

A few years ago, it was difficult for me to partner with my clients and much easier to simply let them tell me what they wanted and then execute it, no questions asked. But there's the problem – I *should* be asking questions. CMP 101, right? What are your goals and objectives of this meeting? What are the needs of your meeting attendees? This will allow me to have a better understanding of the meeting and provide me with the tools to plan the event.

With every event I plan, I continue to push myself to act more like a strategic planner. It is up to me to teach my clients and partners that I have the right knowledge to execute a brilliant event. So how do I do that? By saving money without compromising the integrity of the event, incorporating new technology so that information is readily available to clients, handling each and every client with a positive professional attitude, and much more.

A few articles in this issue are sure to help you in your venture to becoming a more strategic planner. Our President, **Anne Madden**, CMP, shares how our chapter needs to be thinking strategically in all aspects of leadership on page 4. **Cameron Wicks** teaches us how to incorporate strategy in difficult conversations on page 12. **Sarah Fuller** speaks to décor and lighting trends on page 8.

And, as always, we are hoping you will share with us your thoughts on this topic. What do you do to ensure you are thinking strategically? How have you earned the respect of your clients? Email me and we will share with our readers in the next issue.

Side note: An article I am extremely excited about for this issue came to me from one of our lead committee members. **Sarah Norris**, Director of Marketing for Uniquely Philadelphia, had learned from a member of Garces Catering and PAMPI that Jose Garces is extremely involved in the Philadelphia community. Recognizing that there was a great story to be told, Sarah worked to find the right member of the *Garces Foundation* to write an article for this issue. Mallory Fix Lopez, Program Director, tells a story that is sure to be inspiring to us all. Read all about it on page 10.

Thank you for reading and I hope you enjoy the issue! Happy Holidays to you and your loved ones.

Linsey Poletti, CMP
lpoletti@seic.com
(610) 676-1078

The Five W's of PA

Who? History buffs, outdoor adventurers, fine diners, epic shoppers, parents with kids, business travelers

What? A destination that has it all!

Why? Experience the Revolutionary War for yourself; indulge in award-winning cuisine; shop in the largest retail mall in the U.S.

When? Each of the four seasons offers reasons to come.
Spring: outdoors dressed in flowery finery
Summer: the spark of freedom's fireworks
Fall: Leaf-peep heaven
Winter: Holiday shopping along quaint main streets

WHERE? Valley Forge and Montgomery County, Pennsylvania



President's Message

ANNE M. MADDEN, CMP, HILTONS OF WASHINGTON, D.C.

The holidays are upon us! It's a time of joy and celebration, food and conversation, gratitude and giving.

Unfortunately, the holidays also bring busy personal schedules and demanding work deadlines. Perhaps you have specific financial goals to meet by the end of the year. Maybe you have a meeting series you still need to place. Are you looking to just get through the holidays? Let's not forget about New Year's resolutions - what will they be? How will you achieve them? Or maybe you are job hunting. Whatever the situation may be, it takes a bit of strategy and planning.



"Whatever the situation may be, it takes a bit of strategy and planning."

So, what is strategic planning? Strategic planning is *an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.* Ask yourself these questions: What do we do? For whom do we do it? How do we excel? Strategic planning involves defining a mission, establishing goals and objectives, and creating strategies to attain those goals and objectives.

If you think about it, strategic planning can take place in all facets of our life. Let's take a look at a few examples of how the PAMPI Chapter relies on it:

- Chapter volunteers are hard at work striving to achieve this every day for our chapter. This is an ongoing and progressive process. We have a business plan with goals and objectives for each functioning area of our chapter. We establish the critical steps and timeline to accomplish the required outcome.
- MPI to Eye's Editor has a strategic plan in place to accomplish her objectives to execute the magazine and its content on time. She and her team follow steps they know they need to meet in order to accomplish this.
- The Board of Directors certainly needs to have a plan in all areas and levels in order for the chapter to continue to grow. For example, who will be the next President-Elect? Succession planning involves so much strategic planning.
- Our education calendar involves strategic planning. Quality speakers, innovative education topics, and calendar placement are all part of the strategic thought.

Our chapter would not evolve if a strategy was not in place, and we would be unable to help our chapter members continue to Elevate, Innovate, and Motivate. Next time you are planning, I encourage you to think about how you are acting strategically.

Our heartfelt wishes go out to our members who have loved ones in the Philippines. Wishing you all a safe and wonderful holiday season, and looking forward to a strong 2014!



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Hosted Buyer Programs are Here to Stay

MICHAEL J. LYONS, AIBTM

We see the term Hosted Buyer at national industry conferences, but do we know what it truly means? Imported from Europe a few years ago, hosted buyer programs are becoming more common and popular. Simply put, a hosted buyer program brings buyers and sellers together with a guarantee that the buyers are highly qualified and come to the show with the ability to book real business with exhibitors. This results in a mutually beneficial experience for both parties through face-to-face meetings at the conference, set up in advance.

Reed Exhibitions, the world's largest organizer of trade shows, pioneered the hosted buyer concept many years ago, but its introduction into the U.S. meetings market didn't start until 2011 when AIBTM (Americas Incentive, Business Travel & Meetings Exhibition) was launched in Baltimore. AIBTM quickly established itself as a very popular alternative to the traditional trade show format and has since been adopted by others.

Craig Moyes, Portfolio Director, Meetings and Events for Reed Travel Exhibitions, describes the success of hosted buyer programs, "Now, more than ever, ROI [in both time and money] is paramount. The hosted buyer program delivers value to all stakeholders so the satisfaction levels are high. With the sheer number of industry events that exist, and the myriad of choices, buyers and sellers are overwhelmed. This model has proven to be very efficient and effective."

MPI has also successfully conducted hosted buyer programs during WEC, with great results. Like AIBTM, they use matching software that automatically pairs up suppliers and planners based on their mutual needs and requirements.

The hosted buyer model is now viewed as a logical evolution in meetings according to Moyes: "In the past, exhibitors who did not prepare properly, and as a result didn't get the anticipated business leads, would blame the show. This hosted buyer model guarantees that each exhibitor will have appointments, justifying their investment".

Small companies who exhibit can benefit because it allows them to attend a show and get solid leads where they might not otherwise have been able to do so in the past due to budget constraints. For more information about AIBTM and Hosted Buyer programs, visit their [website](#).



There are many advantages to participating in a Hosted Buyer program. Among them:

BUYERS

- One stop shop: meet and research multiple destinations/venues in a short period of time
- Commitment is minimal with no cost
- Discounted registration or NO registration
- Schedule is arranged through software

SELLERS

- Buyers are prequalified
- Schedule is arranged through software
- Attractive alternative to traditional trade shows where buyers are recruited as they walk by
- Knowing which meetings are scheduled ahead of time helps to justify company's investment



Lynne Kopchains, CMP, Karen Rogowski, CMP, and Joyce Bagiraneza, CMP receive volunteer recognition awards from President Anne Madden, CMP.

Making Headlines

BRENDA JAMES, CMP, JANSSEN PHARMACEUTICALS, INC.

A Rising Star Award Recipient is a PAMPI volunteer with three or less years of membership nominated by a peer for making a difference in the chapter.

Expanding his role in MPI by agreeing to help edit the magazine, **David Krakow**, Warehouse Manager, for ARAMARK, shows his willingness to take on a new challenge in addition to regular contributions to the magazine. David is an up and coming member of the chapter that did not hesitate to jump in with both feet, a true example of leadership.

Pitching in to help is a standard for **Joyce Bagiraneza**, CMP Catering Sales Manager of Valley Forge Casino Resort. Joyce did

an exceptional job on the Monthly Programs Committee and assisted in areas where she was not assigned, demonstrating a true team player.

Persistence is a virtue of **Karen Rogowski, CMP**, Sales Manager, Turning Stone Resort & Casino. Karen volunteered for the Spring Fundraiser as well as the Sponsorship Committee proving that her tenacity and organizational skills helped the teams achieve!

A Shining Star Award Recipient is a PAMPI volunteer with three or more years of membership nominated by a peer.

The Shining Star Award Recipients this month co-chaired the June 2013 Awards Gala by rolling out the red carpet. **Linda Jones, CMP**, PA Convention Center and **Lynne Kopchains, CMP**, demonstrated their leadership by partnering with the Social Committee to drive attendance at this year's gala. By adding a prize package to the event, they were able to raise \$500 for the chapter!



Photo courtesy of the Omni Hotel for PHLCVB

PAMPI Venue Procurement Committee is always looking for venues to feature to its members. If you have a property that you would like to showcase to PAMPI members, please contact Katelyn Weeks at katelyn@ms4c.org



Photo courtesy of Hyatt at the Bellevue for PHLCVB



Photo by Miles Kennedy for **PHLCVB**

A New Year Brings New Challenges to the **PHLCVB**

The Philadelphia Convention and Visitors Bureau (**PHLCVB**) and the city's hospitality community can look back with satisfaction on a 2013 that was, by several metrics, more lucrative than 2012. Now comes the hard part—dealing with what might turn out to be a slower and less lucrative 2014 and beyond.

Numbers released for 2013 show there were just over one million attendees to conventions, meetings, and events which is on par with numbers for the two previous years. These numbers were gathered in late October; therefore, do not include any short-term bookings for the next few months. Meanwhile, the total economic generation has increased by three percent to \$966 million for 2013.

There's fallout from less citywide bookings over the next few years. There were 18 such conventions last year and 20 this year. That number drops to 17 in 2014 and those bookings, in general, come with less peak room nights occupied than those in the past according to **PHLCVB** President and CEO, Jack Ferguson.

This will put the onus on the **PHLCVB** and its members to satisfy their 2014 forecast and fill the spaces with more short term bookings. "To reach that level," the **PHLCVB** notes, "the hotels will have to work extremely hard." The economic impact is currently

projected at \$697 million; a drop of about 38 percent from 2013 totals. Hospitality officials are scrambling to fill in the gaps.

Ferguson and his sales team are reviewing areas where potential business exists and looking to its city and regional partners to do the same. One exciting change for the future is the pending installation of West Conshohocken-based SMG as the convention center's new management company. SMG manages convention centers and arenas world-wide and has a known reputation for efficiency and customer service management that will help sell Philadelphia.

Ferguson noted that SMG manages the convention centers in Denver, Chicago, and San Francisco—three cities on the short list for groups that the **PHLCVB** covets.

"I got so many emails from people that this was a game changer," Ferguson commented once the election of SMG was announced. "They are a recognized brand."

Eye on Hot Trends

Style Your Meeting with the Latest in Décor, Lighting, and Video Production

SARAH FULLER, CORT EVENT FURNISHINGS

Décor Trends

The fashion runways of New York and Paris not only influence the type of clothes we find in department stores, but also the styling of meeting and event décor—just not right away. According to Kate Patay, Executive Director of Sales and Marketing at Creative Coverings, it takes time for fashion trends to penetrate the décor world. That means we'll begin to see more of 2013's Pantone Color of the Year, Emerald Green, in the form of table coverings, event furnishings, and floral designs in 2014.

Another hot trend in meeting décor, is eclecticism. Kevin Dana, Director of Marketing and Product Development at CORT Event Furnishings says, "The trend toward multiculturalism plays into this design aesthetic. Event designers add elements and



Perfect Surroundings International combines vintage and contemporary décor to create a unique afternoon event setting.

accessories that reference different cultures to create unique looks that are warm, inviting, and diverse." He recommends trying style combinations like modern and traditional or East Asian and mid-century.

Lighting and Video Production Trends

Just as it always has, the season and meeting theme will still weigh heavily on lighting design for individual events, but according to Matt Blank, Business Development and Sales Executive at Eventions Productions, there are some lighting trends coming to an end. He says, "With graphic design never being more creative than it is today, the art of branding events has changed. Custom gobos used to be the go-to way to strategically place a logo in a space." Although it can still be done, he says custom video content is a "cooler way to brand an event."

With improvements in the ease of use of video technology, creating custom video content for meetings has never been more accessible giving meeting planners more ways to deliver their message or enhance their theme.

A custom video transforms the venue into a completely new space. Blank mentions, "If I am instructed by my client [to make their guests] feel as if they are walking into the company's own night club at an opening reception, I now have the duty of making each guest forget they are in a hotel ballroom." He says this can be accomplished with a video tunnel streaming a scene from the outside of a Miami or New York night club, complete with sound.



A video wall creates a customized back drop for a panel discussion for Edison Electric Institute's annual convention.

Eye on Advocacy: It Takes a Village

KELLEY THWAITE, CMP, T.E.A.M.S.

What is advocacy?

In basic terms, advocacy is the act of pleading or arguing in favor of something such as a cause, idea, or policy. For me personally, I am very active with animal rescue; therefore, I am an advocate for saving homeless and/or neglected animals. Not only do I advocate for animal rescue, I also educate others about animal rescue and speak up to those that make the laws surrounding the cause.

How does this translate to you, our association, and our industry?

Over the past few years, the meetings industry has taken many hits in media and with the government. Due to the ignorance surrounding the industry's livelihood, the first study on business travel and meetings was created. The research shows that our industry contributes greatly to the economy and to doing business. In fact, it proved that the meetings industry is larger than the automobile industry—an industry that the government worked hard to save during the economic downturn, while encouraging major cutbacks in meetings.

In the act of advocating it takes a village. We should understand how our industry affects the economy, helps businesses, and how

face-to-face meetings mean good business. More importantly, we should be educating others, including our own directors or managers, and speaking up about the importance of what we provide to the businesses.

NOW THAT THE VOICE OF OUR INDUSTRY HAS BEEN HEARD, THE MEETINGS INDUSTRY IS STARTING TO BE RECOGNIZED AS A VIABLE PART OF THE US AND GLOBAL ECONOMY, BUT THERE IS MORE TO BE DONE.

If you need help or want to help advocate for our industry, know that our chapter of MPI can help you. You can be a part of the Advocacy Committee or come to meetings and help select the education we provide. There is still education to dispense outside the industry and the Advocacy Committee is currently creating a pamphlet to use and share. If you need something specific or want to help us advocate for your livelihood, please let us know. This committee is in place to help you!



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Jose Garces Gives Back in a **BIG** Way

MALLORY FIX LOPEZ, PROGRAM DIRECTOR, MS/TESOL
ON BEHALF OF JUDY MOORE, GARCES GROUP



The kitchen door swings open and heads turn in an attempt to catch a quick glimpse behind the scenes of their favorite restaurants. That glimpse is of Iron Chef Jose Garces putting the final touches on one of his world-class dishes.

Catch him if you can at one of his six Philadelphia restaurants, a repertoire soon to be augmented by two new locations. But you might have to fight for his time as he continues with the rest of his workload; filming *Iron Chef America*, writing his latest cookbook *The Latin Road Home*, or overseeing other successful restaurants across the U.S.

Chef Garces does not let his demanding schedule get in the way of his other important work however—the work of the *Garces Foundation*.

The *Garces Foundation*, guided by Executive Director Trinity Busch, was founded in 2012 by Chef Garces and his wife, Dr. Beatriz Mirabel Garces. The *Garces Foundation* is committed to ensuring Philadelphia's underserved immigrant community has access to medical, educational, and nutritional services. Though less than two years old, the foundation has given tens of thousands of dollars in grants to help support local after school and summer education for children, as well as academic scholarships to local immigrant children.

Chef Garces and the *Garces Foundation* are no longer behind the scenes.

Guided by its tagline, *A Recipe to Serve More*, the foundation is doing just that. Raised in a family of medical professionals, Dr. Beatriz Mirabel Garces has combined her passion for preventative medical care and work with underserved immigrants to oversee quarterly **Community Health Days**. With the help of generous volunteers, the Garces Dental Group opens its doors on Saturday for free dental and medical care. Likewise, Dr. Garces opens her office on Fridays throughout the year to provide dental care at significantly reduced costs for those in need.

The newest program of the *Garces Foundation* combines the passion of Chef Jose with the gift of education. **English for the Restaurant and Everyday Living** is managed under the direction of Mallory Fix Lopez, M.S. Ed/TESOL and teaches English through restaurant industry content. Additionally, it facilitates skill building necessary to reach high levels of success in the competitive industry.

In our country's restaurant industry, many workers are non-native English speakers. It takes a lot of hard work to reach a high level of success in the industry including a level of English proficiency and confidence. Chef Jose believes that this program allows for students to build the language and skills necessary to advance their roles, allowing individuals to reach and exceed their goals.

English for the Restaurant and Everyday Living has only been in existence since January 2013, but has already become a staple for innovative education in Philadelphia. Fix Lopez, Director, notes that the program currently has 55 students enrolled. The language and skill



Dr. Beatriz Mirabel Garces



Mallory at a certificate ceremony for students who completed and met English class requirements.

New Member CONFESSIONAL

Jeff Backal

CEO, Team Builders Plus



What do you hope to get out of your membership with PAMPI?

I hope to continue to build wonderful relationships with fellow members as well as to give back to the members and the community through my affiliation with PAMPI.

Give us a brief description of your work history.

I founded Team Builders Plus in 1991 with Merrick Rosenberg. Our main focus has been to help organizations develop the skills that create long-lasting personal, professional, and organizational success.

With a dozen employees, Team Builders Plus is the largest team building firm in the Philadelphia region and one of the largest in the nation. Our programs range from fun team retreats to intensive team interventions and everything in between.

Tell us about your family.

I met my beautiful wife, Anouk, while taking a semester in Israel in 1988. We married in 1990 and have three wonderful children, an 18 year old daughter Lena (who is currently enrolled at Towson University), a 16 year old son Bailey, and a 14 year old daughter Darah (both students at Eastern High School). We reside in Voorhees, NJ and spend much of our summers in Ventnor, NJ.

Garces Foundation continued

building classes, designed by education professionals, focus on skills such as reading recipes, knife skills and safety, confidence in customer service, sanitation, and much more.

But wait, there's more. Back on the farm, literally, is a new venture, Luna Farm.

Named for the Garces family's bull dog and the region's breathtaking harvest moons, Luna Farm is a sustainable, all-organic 40-acre farm in Ottsville, PA. The Garces family regularly opens the farm to local school children to participate in the **Luna Farm Field Trip Program**. This program combines Jose and Beatriz's passions for health and food sustainability. The objectives of the program are to connect children to their food, to demonstrate the importance of a healthy diet and exercise, and to teach them how to cook fresh, nutritious meals and snacks. By touring the farm and learning how to grow and harvest food as well as participating in physical exercise, students walk away with a full yet healthy stomach, a recipe to share at home, and a new appreciation for nutrition.

With this quick and insightful snapshot, it is abundantly clear that Chef Garces and Dr. Garces are working hand in hand to bring the *Garces Foundation* to the forefront of serving others as a testimony to their commitment to the community.

When asked about the foundation, Chef Jose proudly noted, "Beatriz and I started the Foundation with the Philadelphia region's immigrant community in mind. Each of our programs is custom designed to serve a broad base of people grappling with specific needs. Our ESL program has, in just one year, served more than 70 people from more than 30 Philadelphia restaurants. Our Community Health Days have provided free care to over 200 patients from the city's immigrant community. Our Farm program has taught kids from all over the city how to choose and prepare healthy food. These three programs, in addition to our grant giving efforts, are our *recipe to serve more*."

PAMPI members, what's yours?

PHILLY BEAT

Arts

You've probably heard.... **Léger: Modern Art and the Metropolis** is on display now through January 5, 2014, at the Philadelphia Museum of Art (PMA). Don't miss this amazing exhibit! Also at PMA through March 2, 2014 is a unique exhibit for those who might enjoy the less traditional. **The Surrealists: Works from the Collection** is an opportunity to see a vast offering of artwork from this movement.

George Balanchine's, **The Nutcracker**, is playing at the Academy of Music in December. Tickets on sale now!

Opera Philadelphia presents **Don Giovanni** by Wolfgang Amadeus Mozart in Spring 2014. Tickets go on sale December 2nd.

Dining

Garces Group is revamping the **Old Bookbinders**. **Vedge** is headed to Rittenhouse Square—a healthy option with good people watching.

Royal Crocovia is open. Ok, it's in NJ but, where else can you find authentic Perogies? Or a Moscow Burger? It's decadent and authentic; just make certain your pants have an elastic waistband!

Industry

ISES Philadelphia and **HSMAl Philadelphia** are hosting Jingle Jam on December 15. Time to get out that ugly sweater you've been hiding all year.



Eye on Professionalism

Diplomacy is the Best Strategy

CAMERON WICKS, VISUAL SOUND

Synonyms for strategy: grand design, master plan, game plan. Strategy is the plan you use to win the war, as opposed to tactics which help you win the battle. We should be working strategically so the event meets its goals and objectives and runs smoothly.

Sometimes the people we're working with move towards a decision which doesn't benefit the overall goals and objectives of the event. It's imperative that we maintain the overall strategy. Pointing out issues to another person isn't always easy, but it is our job to guide our clients. That's why I've put together some strategies (there's that word again) for doing so.

FIND AN INTERMEDIARY

Often we're nervous about approaching a superior, a leader, or a client directly and it may help to ask someone champion the issue on your behalf. Perhaps you feel more comfortable talking to a CEO's assistant or your colleague has a better relationship with the planner than you do. There's no harm in approaching them about the issue and asking them for assistance. They're likely more comfortable with this. Additionally, that person can give you trusted feedback on your idea, and let you know whether or not you should pursue it.

PHRASE IT DIFFERENTLY

You can't yell fire in a crowded theater. In fact, even if there is a fire, it's better for everyone if you act calm and keep people from trampling one another to escape. The same goes for an event. Tell someone that the schedule is a mess or that the lighting looks

awful and you'll just inspire panic and anger. Try changing your words around. You may get better results. Perhaps the stage lighting needs to be adjusted or the schedule should be tweaked so the event can run more smoothly. And remember, most communication is done through body language and inflection, not words. Keep your emotions in check when discussing any issues.

HONESTY

We all know the cliché that honesty is the best policy, but it's true. If the above solutions don't apply to the situation you're in, or you've exhausted all other options, just be honest. It's more beneficial for the event staff, the organization, and the attendees that you point the decision makers in the right direction and state any issues or problems openly. It's a more effective, more proactive approach than the alternative of something going wrong with the event. People tend to notice things gone wrong than those gone right.

These strategies don't apply to every situation, as each is unique. With any luck, you won't find yourself in a position where you must use them. But if you are, keep these in mind, and everything will work out for the best.

STRATEGY
IS THE
PLAN YOU
USE TO
WIN THE
WAR, AS
OPPOSED
TO TACTICS
WHICH
HELP YOU
WIN THE
BATTLE.

OFF TO A STRONG START!

PAMPI Connects, formerly known as Connections Campaign, is off to a strong start for the 2013-2014 year. With roughly \$150,000 in member-to-member business transactions tracked since September of this year, continues to prove that members not only buy MPI, they buy PAMPI.

Congratulations to PAMPI member, Jennafer Ross, on winning a 2-night stay to the Split Rock Resort and Golf Club for her participation in Connects. PAMPI will continue to award a monthly prize to random Connects participants. To enter, simply submit your [Connections Forms](#) online.

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STAY

DINE

SPA

ENTERTAIN

Borgata
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Turkey and Black Bean Chili with Sweet Potatoes

LISA CUNNINGHAM,
GOLD COAST PRODUCTION MANAGEMENT

Ingredients

14 oz sweet potatoes, peeled and cut into ¾-inch chunks
¼ cup extra-virgin olive oil
Coarse sea salt
1 large yellow onion, diced (1 ½ cups)
2 cloves garlic, minced
1 tsp. ground cumin, or more to taste
½ tsp. sweet Spanish smoked paprika (pimento dulce), or more to taste
½ tsp. mild chili powder, or more to taste
1 lb ground turkey, preferably dark meat
28 oz canned, no-salt-added whole peeled tomatoes
½ cup water
14 oz cooked or canned no-salt-added black beans (if using canned, drain and rinse; see headnote)
Chopped fresh cilantro, for serving
Chopped fresh scallions, white and light-green parts, for serving

Preparation

Preheat the oven to 400 degrees. Line a rimmed baking sheet with parchment paper or a silicone liner. Toss the sweet potato chunks with 2 T of oil until coated, then spread on the baking sheet in a single layer. Sprinkle with sea salt. Roast for 20 minutes or until softened, stirring a few times. Let cool.

Meanwhile, heat the remaining 2 T of oil in a large, heavy-bottomed pot over medium heat. Once the oil simmers, add the onion, garlic, cumin, paprika, chili powder, and a pinch of salt, stirring to coat. Cook for 8 to 10 minutes, until softened.

Add the turkey. Cook for approx. 20 minutes, stirring a few times, until the meat is cooked through and its moisture has evaporated.

Add tomatoes and a pinch of salt; increase the heat to high and add water.

Once the mixture comes to a boil, reduce the heat to low and cook, uncovered, for 20 minutes. Stir in the beans and sweet potatoes. Taste and adjust the seasoning as needed. Cook for 15 minutes to blend the flavors. Divide among individual bowls; top with the cilantro and scallions. Serve hot. (Makes 4 servings)

Cocktails

MELANIE FORMAN, CMP, GREATER PHILADELPHIA
ASSOCIATION MANAGEMENT GROUP

Strawberry Qream Float

1 oz. Ciroc Vodka
1 oz. Strawberry Qream (available at liquor stores)
½ oz. Pomegranate Juice
2 Fresh or Frozen Strawberries

Muddle strawberries and pomegranate juice in a shaker. Add vodka and Strawberry Qream, and shake. Strain over ice into highball glass. Garnish with a strawberry.

Cranberry Margarita

3 oz. Herradura Silver Tequila
1 oz. Cointreau
2 oz. Cranberry Juice
Dash of Lime Juice

Shake all ingredients, and strain over ice.
Garnish with a lime slice.

Peach Cooler

1 ½ oz. Van Gogh Cool Peach Vodka
1 oz. Pomegranate Juice
2 oz. Ginger Ale or Ginger Beer

Pour all ingredients over ice into a rocks glass, and stir. Garnish with a peach slice or mint.



Be sure to snap a photo of yourself making or enjoying these recipes and post it to PAMPI's Facebook page

Does Vegas Live Up To its Name?

ANNE PUTNEY, CMP

Vegas! The very name screams party but that same vibrancy and energy also made Las Vegas a great destination for this year's World Education Conference (WEC).

I had the privilege of attending WEC 2013 as the PAMPI scholarship recipient. It was the perfect refresher for a recently retired corporate event planner. PAMPI attendees gathered together full force for sessions and dinner as we eagerly passed each other in the hallways between sessions.

Amidst the Vegas glitz, WEC maintained a steadfast platform on group interactivity, technology, and sustainability as cornerstones of corporate social responsibility. These efforts have not only transformed corporate culture but have also had a positive effect on the bottom line.

At the opening general session, Candy Chang, a TED Fellow, shared her philosophy on generating group dialogue through the use of public space. She highlighted the remarkable tactic of using communication walls, where members of a community were encouraged to write personal statements about his or her future vision for the structure. The visual dialogue method makes a strong impact on not only those who participate but for any

passersby. Attendees had the opportunity to put this creative concept to practice by writing personal goals and messages on an official WEC communication wall created for the conference.


Interactivity was also fundamental in *Sipping on Ideas at the World Café for Senior Planners*. This 90-minute session engaged attendees in small group discussions around the principles of meeting design. We discussed the ways in which technology and technology apps have impacted our invitation, registration, and follow up processes.

During *Standard Operating Procedure, A Case Study in Sustainability*, we were reminded that sustainability efforts were actually introduced to corporate culture through the efforts of meeting professionals. These standards have since transformed the corporate culture and now rank as a top profit operation as well. For example, the recent reduction in kilowatt hours at MGM properties in Las Vegas equals full power for 13,000 homes a year! Even the housekeeping staff at Mandalay Bay tracked how many of us turned out our lights when we left our hotel rooms.

But it wasn't all about the thought provoking conference sessions. After all, this is Las Vegas! The city showed us a great time, from the celebration at the Venetian Hotel with a guest appearance by Billy Idol to the invitational Big Deal Texan Hold 'Em Competition the following night at Caesar's Palace

The warm hospitality enhanced the mood and was the perfect ambiance for deepening the relationships that are so much a part of our profession.

For me, WEC in Las Vegas was a sure bet and I came home a big winner!



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Eye on Students

The WEC Experience Speaks to our Future Leaders

MEGAN MULRAY, STUDENT, TEMPLE UNIVERSITY

This summer I attended the World Education Conference (WEC) in Las Vegas. WEC was a life changing experience for me that was very inspiring, motivating, and informative. I was fortunate enough to receive a scholarship to attend as part of the Future Leaders Forum with 21 students from across the country. The forum consisted of educational sessions on leadership, networking, personal branding, and gen-y in the workforce. There were also round table discussions with a variety of executives in the industry.



The Future Leaders Forum created a very strong bond between the 20 other students and me, with whom I spent the majority of my time with at the conference. After completing this day long forum, I felt motivated to achieve my goals of becoming a professional in the events industry.

Throughout the conference I was constantly reminded how great MPI is. I enjoyed being immersed in the industry and learning about the different facets of the meeting and events industry. I also enjoyed attending the general sessions where I was able to sit and network with fellow PAMPI members.

I gained knowledge everywhere I went on topics like room set ups, productivity, menu-planning, measuring success, and contracts. One of the greatest experiences at WEC was the CSR activity *Helping Hands* which was a team building activity where we made 500 prosthetic hands for land-mine amputees.

Participating in Future Leaders Forum and the World Education Conference brought me one step closer to becoming an event professional. I had an amazing experience and hope to attend WECs in years to come!

This was an amazing opportunity to network with professionals and to learn from them on an international level.

New Member CONFESSIONAL

David Raymond

Emperor of Fun and Games
Raymond Entertainment



Who / What inspired you to join PAMPI?

My good friend, business associate, and fellow PAMPI member, Jeanne Gray has always recommended that I should become a PAMPI member.

What do you hope to get out of your membership with PAMPI?

I am really looking forward to connecting with Philadelphia businesses through the Meetings Industry. It is an industry that I have been passionate about since the development of my presentation, *The Power of Fun*, my theory that I have been proving since my early days performing as the original Phillies Phanatic.

Have you been a member of PAMPI before?

No but my company the Fun Department has worked a number of events for PAMPI in the past.



REWIND! BARK IN THE PARK

Date: October 19, 2013

Venue: Rose Tree Park, Media, PA

A Furry Partnership for PAMPI

RACHEL WOLKIEWICZ, VISIT BUCKS COUNTY

On Saturday, October 19th, the Community Outreach Committee spent quality time volunteering with the Delaware County SPCA at the annual Bark in the Park event.

Hundreds of dogs and their owners descended on Rose Tree Park in Media, Pennsylvania for a two-mile charity walk and fall festival. There were games, dog-friendly vendors, food and beverage, and a little furry competition! PAMPI members assisted with registration, refreshments, and handing out prizes.

The event was a huge success. Sharon Goodspeed, Co-Chair of the Bark in the Park planning committee says, “Estimated attendance was four thousand. That is a new record for this event. Without volunteers, this event would not be possible, so thank you so very much [to the PAMPI volunteers] for giving up some of your Saturday for a worthy cause.”

Proceeds from the day help reduce pet homelessness.

Patrick Wallace, a first-time Bark in the Park volunteer with PAMPI, shared with us his experience. “My role was preparing the starting line where we had treats for the dogs as well as the walkers. I met some amazing people, as well as some really cool puppies – including a dog who loved bananas! Having never participated in this type of event, I was unsure of what to expect. Now, I look forward to the next one.”

For more information on the Delco SPCA and their work in the community, visit their [website](#).

WE WANT
TO HEAR
FROM YOU!

Recently promoted, married, gave birth, started a new business, expanded your current property, partnered with a new company? Share your news with the PAMPI MPI to EYE team, so we can highlight it in the quarterly magazine.

VENUE SPOTLIGHT!

Sands Casino Resort Bethlehem – A Great Choice for Meetings & Events

STEPHANIE KRZYWANSKI, CMM, COO, JR GLOBAL EVENTS

Nestled in the heart of the Lehigh Valley on the former Bethlehem Steel site, the Sands Casino Resort is truly a gem.

Getting to the resort is easy! Only an hour and a half from Philadelphia, the Sands Casino Resort has a lot to offer. The check-in process is simple yet thorough as a lot of attention to detail is provided to ensure each guests' stay will be memorable. The resort has multiple offerings that are beneficial to the business traveler, the meeting attendee, and the leisure guest.

Sometimes, planners can be discouraged by all of the flash and ringing bells that come with a casino venue. Coupled with the fact that everywhere you venture requires a walk through the casino floor can be frustrating when planning a meeting. This is not the case at the Sands Casino Resort. The strategically designed floor plan is user friendly to all guests, with a special emphasis on meetings and events.

At the Sands, the meeting spaces are located in close proximity to the hotel tower with 26,000 square feet of meeting space accommodating groups ranging in size from 10 to 2,000. The

most impressive space, the Event Center, is one generally used for concerts and other performances but the possibilities are endless. The in-house audio visual team is the Event Center production team so it goes without saying that the execution will be top-notch.

Another very endearing part of the resort is its commitment to green practices. The property is the largest Brownfield site in the U.S. and great care was taken to restore it and help stimulate the rebirth of the region. In addition, they incorporate green practice into everyday hotel functions and meetings. There's even a Green Meetings Concierge who will work with you and their ECO360° event planning tool to develop a sustainable plan and customized post-event reports, documenting your efforts and the impact on your meeting.

After your attendees are finished with meetings, there are unlimited opportunities for shopping, dining, and entertainment. Among these are ten restaurants, a spa, and a nearby outlet mall.

The Sands Casino Resort in Bethlehem, PA is an exceptional choice for your next meeting or event – but don't take my word for it – make the short trip and check it out!

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- The Sands Bethlehem Event Center includes 14,000 square feet of flexible multi-purpose space, which accommodates meetings, conventions and a variety of entertainment events

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BETHLEHEM

Day in the Life

SARAH NORRIS, UNIQUELY PHILADELPHIA

I arrived at The College of Physicians for my first *Day in the Life* shadowing Dan Love, Owner of Catering By Design. In preparation for our scheduled day together, Dan admitted that he was intrigued and a bit nervous. Of course, this made me feel a twinge of pressure. Who did I think I was? I laughed to myself, a *Rolling Stone* journalist? I decided to brush aside any nerves and begin my day with a clear mind, open to where the day and subsequent storytelling would take me.

Dan Love works standing up. Nestled in the far side of his cozy office shared with a handful of staff, is a tall sketch desk. No chair, just a computer, some scribbled work notes, a printed calendar of events, a cell phone, and Dan standing over the screen typing intently. “My body talks to me,” he later tells me. For the same holistic reason, he has become a creature of habit with a morning routine of stretching and the occasional game of yoga golf, which he describes as more body-centric than its more traditional pastime. Now I am intrigued.

Dan and I realize we share a love (and membership) for 88.5 WXPB. I find myself smiling as I imagine Dan cruising along in the mornings with a chill mix of folk, classic, and indie rock. It’s obvious that there is more on this guy’s mind than work.

His love and passion for his family means everything. His wife Fern, short for Fernanda, and his two children, daughter, Julia Kate, and son, Dylan, spark the first real twinkle in his eye. “Happily married for 27 years,” he tells me. (If I had a glass in front of me I would have toasted him for just that!) Julia Kate is a sophomore at Neumann University and interestingly

enough, Dylan is a catering manager at Jose Garces’ JG Domestic. When I ask him how that goes over, he simply tells me that he is proud that his son has chosen to follow his footsteps. And then with the same twinkle he admits that they leave work out of most father son conversations.

So, how did Dan Love become such a respected name in the catering world? He was born in Pittsburgh and it all started, like most interesting success stories, with serving burgers and bowling. Aside from that high school hospitality stint, Dan credits his first real world experiences not in catering but theater. “30 lifetimes ago,” Dan notes, “I moved to New York City for a real go at it with a small theater company.” From there Dan embarked on a long and career at some of the city’s most prestigious hotels and restaurants. (Ask him one day, really! You will be impressed.) Years and years, sweat and tears (okay, maybe not tears but a hell of a lot of hard work) summed up into two concluding sentences: Dan found his way to Philadelphia. Seventeen years ago, Catering By Design was born.

We’re now sitting across from one another in the beautiful College of Physicians board room surrounded by books and windows. I admit to Dan that I am naïve when it comes to catering. If I were playing the synonym game, the first word I would use to describe his work is “food.” Dan smiles and offers me a poignantly contrary response, “I never start with food.” What I quickly realize is that this response is not only the key to Dan’s success but at his very core. “I am quite simply a waiter. Service is my life. I don’t get a repeat client with the quality of our food alone.”

Dan draws on his theater roots to offer this gem, “Special events is theater, and *good* theater is when guests are allowed to be part of the show.” Dan leans forward as he describes the way he has learned to study group dynamics. He observes people at his events. He watches the

continued on page 20



Q&A

What are your go to menus for entertaining guests at home?

Fresh pasta or medium rare burgers full of gourmet “stuff” folded in.

What is in your refrigerator right now?

Miracle Whip, pineapple, and about 700 condiments.

What is your guilty food pleasure? Peanut butter and bologna on white bread.

What is one culinary obscurity that every PAMPI member should indulge?

Fois gras, the greatest delicacy. And eel, sushi, and sashimi.

HE WAS BORN
IN PITTSBURGH AND
IT ALL STARTED, LIKE
MOST INTERESTING
SUCCESS STORIES,
WITH SERVING
BURGERS AND
BOWLING.

food being tasted and the cocktails sipped but most importantly, he sees the way that he and his team's impeccable service and attention to detail, from the planning process to the day of the event, is the true tipping point from a good event to a memorable one.

This analytic and artistic juxtaposition in Dan's work philosophy is as profound as it is simple. He knows he won't welcome back a repeat client without first understanding him or her. And in an industry where everyone is trying to be everything to everyone, Dan sticks to what he knows and what he does best. The clients that are lucky enough to recognize and value this, in turn, stick with him.

Dan and I switch topics effortlessly throughout the day and I enjoy how graciously he answers my silly questions.

Although I don't really have a final question planned, I am inspired to ask one anyway. I recall the old adage that goes something like "I am the same as I was when I was six years old," and ask

if this applies to him. Dan gets it. And for some reason, this particular question really strikes a chord. With eyes shining volumes of conversation, stories, and anecdotes that we will not get to in just one day, Dan offers a response in the form of a motto that he now calls his own. "Everything is in balance," he says. "There is a ying and a yang. If you hit a high point, you have to embrace the good, appreciate it, but know that the pendulum will eventually begin to swing. And when you are at your lowest point, you have to really, truly believe that you'll rise to a higher ground. If you trust this, then you can always take comfort in this."

Dan Love. A business man with a lot to be proud of. A family man with a lot to celebrate. A gentleman with a warm soul that he trusts to guide him through every not so boring moment of every not so typical day in a, most certainly, not so average life.

Dan, insert my standing ovation here.

DAN LOVE.
A BUSINESS
MAN WITH
A LOT TO BE
PROUD OF.

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Member News:

Kelly Sophy attained her CMM in early October!

American Express Meetings & Events released the 2014 Global Meetings & Events Forecast at IMEX America this past month.

The Forecast was compiled via responses from meeting professionals, suppliers, and American Express Meetings & Events clients. One of our very own PAMPI members was asked to be a contributing author. Congratulations to Jillian Roksvaag, CMP. [Request an electronic copy!](#)



“As technology becomes a cornerstone of the hospitality business, our digital solutions allow clients to inform and expand their brand message.”

Amanda Wehrman
Digital Media & EBMS Specialist
Information Technology,
Pennsylvania Convention Center

The new Pennsylvania Convention Center (PCCA) is run by people who excel at meeting the needs of their clients. And the building itself was designed to be as flexible and inventive as you are. Voted one of the “Top Major Convention Center Openings and Expansions of the past decade” by Expo Magazine. Come and see how we can bring your imagination to life.

For more information, call 215-418-4750 or go to www.paconvention.com. Follow us on Twitter, @PAConvention, and on Facebook at Pennsylvania Convention Center – Philadelphia.

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January 21, 2014

Leadership Program for PAMPI Volunteers and MPI After 5

4:30 – 7:30 p.m.

“Leadership in Your Community”

Speaker: Terri Breining, CMP, CMM

Location: Hilton Garden Inn Philadelphia Center City

1100 Arch Street

Philadelphia, PA 19107

February 19, 2014

Education Program

5:30 – 8:30 p.m.

Speaker & Topic: Watch for more information soon!

Location: Independence Seaport Museum

211 S. Columbus Blvd. & Walnut Streets

Philadelphia, PA 19106

Spring 2014 CMP Study Groups

Sessions begin on March 1, 2014

9:00 a.m. – 1:00 p.m.

Location: Four Seasons Hotel Philadelphia

One Logan Square

Philadelphia, PA 19103

March 19, 2014

Education Program

5:30 – 8:30 p.m.

Speaker & Topic: Watch for more information soon!

Location: Valley Forge Casino Resort

1160 First Avenue

King of Prussia PA 19406

April 23, 2014

Education Program

5:30 – 8:30 p.m.

Speaker & Topic: Watch for more information soon!

Location: Citizens Bank Park

One Citizens Bank Way

Philadelphia, PA 19148

Three Meeting Professional International Membership Scholarships To Be Awarded Monthly

Disney Destinations, in support of the MPI Foundation, has made it possible for MPI to sponsor memberships for a select number of meeting professionals. Through its generous donation to the Foundation, Disney Destinations is committed to elevating the stature and successful future of the meetings industry.



Award recipients will gain full membership privileges to MPI, as well as the opportunity to join their local chapters. They will have access to national events and local chapter monthly meetings, leadership and committee involvement, industry tools, and peer-to-peer networking with professional colleagues who share similar challenges.

This one year sponsorship through Disney Destinations will open doors and experiences that will undoubtedly enrich meetings professionals' careers and help recipients deliver strategic value and quantifiable impact to their organizations. To apply for the Disney Destinations scholarship, you must be a meetings professional joining MPI for the first time.

Applications are available now and can be found on the [MPI website](http://pampi.org).